Document made available under the Patent Cooperation Treaty (PCT)

International application number: PCT/CA05/000094

International filing date: 27 January 2005 (27.01.2005)

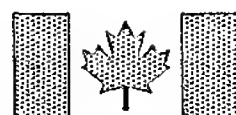Document type: Certified copy of priority document

Document details: Country/Office: CA
Number: 2,463,006
Filing date: 01 April 2004 (01.04.2004)

Date of receipt at the International Bureau: 10 March 2005 (10.03.2005)

Remark: Priority document submitted or transmitted to the International Bureau in compliance with Rule 17.1(a) or (b)

World Intellectual Property Organization (WIPO) - Geneva, Switzerland
Organisation Mondiale de la Propriété Intellectuelle (OMPI) - Genève, Suisse

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Specification and Drawings, as originally filed, with Application for Patent Serial No: **2,463,006,** on April 1, 2004, by **WRAPPED APPS CORPORATION,** assignee of Luc Martin, for "On Demand Provisioning of Web Applications".
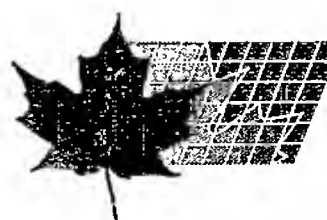
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February 22, 2005

Date

Canada

(CIPO 68)
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Today's Service Providers are faced with a multitude of challenges, each of which represents a distinct revenue opportunity. Service Providers are beginning to recognize that today's customers are becoming much more familiar with how the Internet and Intranets will effect the way they do business with access to more relevant information through new types of applications. That has made them re-think their current application offerings.

Service Providers are always trying to expand current offerings to drive the sustainable growth necessary to maintain market share and be competitive. This is perhaps the greatest business challenge being faced by Service Providers in an ultra-competitive market.

Service Providers have many types of clients, including enterprise clients that are aggressively moving to enable and empower their users with the tools and applications required for their specific business processes. However, in addition to the traditional enterprise client, there is a rapidly growing demand for Service Providers to offer their services and applications to a whole new market - the Small and Medium Business (SMB) market. This is a market that presents major opportunities for new revenue streams.

Given the diverse challenges associated with the SMB market, the cost to deliver Enterprise class applications to SMB clients highlights the issues of capital costs, support and ROI. It is important to address how easily Enterprise class applications can be made available to the SMB market while at the same time meeting the budget and resource constraints of the SMB's. The necessity for a 6 month pay-back is perhaps the biggest driver behind the opportunity.

To succeed in the SMB market, vendors and Service Providers need to understand how their products and services help solve real business problems while at the same time addressing the SMB's fascination with technology. The simple fact is that SMB's look to technology to achieve specific tasks and they expect the vendors and Service Providers to understand the nuances of their individual businesses.

In marketing services to SMB's, the Service Provider needs to be able to answer such questions as:

How will your service offering help me save money?

Deploying applications to a new customer requires no additional software, hardware or IT resources, instant access to the application. You pay for only the time based subscription for the applications required. As your needs change, you can adjust your time based subscription to meet the changing needs of your business.

How will your services improve employee productivity?

Through the Customer Self Service Interface, you can instantly gain access to the applications you need to meet your business needs.

How will your services increase competitive advantage?

Access to applications that maintain and support your business in the hosted environment allows you to focus on the mainstream operation of your business. There is no need to maintain and develop time consuming and complex applications that are not core to your business. As an SMB you now have access to state of the art technology to manage your business and stay ahead of your competition.

How quickly and easily can your services be implemented or made available to me?

Instant access is provided through the Customer Self Service Interface while at the same time enabling you to customize the application to meet your individual business needs.

How will your services simplify my operations and help me focus on my core competency?

There are no requirements to maintain and develop time consuming and complex applications that are not core to your business. The solution provides access to state of the art technology to manage your business and not the technology.

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WRAPPED APPS™ has developed a suite of products that provides for the automated provisioning of applications and lifecycle management which positively addresses these questions for the SMB's and allows the Service Providers to extend their current offering in an on-demand environment.

AppsOnDemand™ allows the Service Provider to deploy, from its datacenter, web applications for provisioning to its customers. With **AppsOnDemand**, the Service Provider is able to provide hosted instances of these web applications to customers on a subscription basis.

AppsOnDemand takes the complex nature of delivering software/hardware as an on-demand service through full automation, standardization and self-provisioning. This enables Service Providers and resellers to quickly and easily deploy and manage a Service Provider's value-add applications to the business environment.

Traditionally the SMB would have to acquire an entire software infrastructure to deliver the functionality to their users and support their business processes. Using **AppsOnDemand**, the Service Provider has the ability to allow existing and new clients, to use sophisticated applications without the complexity and costly overhead and burden of license acquisition, IT support and implementation costs. Service Providers and vendors can now track the usage and provide automated usage based billing, thereby delivering innovative products and services that are highly cost competitive.

AppsOnDemand instance lifecycle management and automation software enables Service Providers to rapidly deploy and cost effectively support an on-demand applications offering delivered over the internet to their customers.

Regardless of whether the Service Provider's customer base is comprised of small to medium businesses, large enterprises, consumers, or any combination thereof, **AppsOnDemand**, allows Service Providers to generate new substantial revenue streams and deliver real value to your clients.

Why AppsOnDemand for your business?

With the increasing demand to offer to client's new applications in a timely and relatively cost effective means, **AppsOnDemand** will enable you to grow your market share seamlessly while reducing the cost of the ongoing integration, maintenance and support. With the revenue projections for on demand applications to be $3.8 billion in the next two years, now is the time to capitalize on your share of the market and extend your offering to address this ever growing and changing market growth.

In today's world, more than 85% of the IT costs for deploying and integrating applications and services goes towards maintaining your existing IT environment. At that cost level no organization can afford to efficiently deploy new or upgraded capabilities and offerings.

Using **AppsOnDemand** the average IT costs for maintaining existing applications is reduced to virtually less than 1% and the cost of adding new applications simply becomes a one time investment. All additional customers accessing the new applications are an automated provisioning and managed process. Thus, gaining increased revenues at no additional cost to the IT environment. **Containing Costs,** lowering the acquisition and ongoing maintenance costs, the costs of integration and the operational costs associated with managing the environment is the ultimate result.

Through the integration of **AppsOnDemand** and your current application offerings, you are able to take and extend the applications to new markets, such as the SMB and gain a larger market footprint without adding any additional overhead to the operational costs. **Cost of new customers is virtually nil,** especially given that new customers subscribe to your hosted applications on line through the **AppsOnDemand** Self Service Customer Interface. Most importantly the new client's application is instantly created by the system thus generating new revenue immediately.

Traditionally, the average cost to add a new application to your portfolio requires the investment of IT resources to not only integrate the new application offerings but additionally to maintain the new customers that access the applications. Let's assume, in a traditional software scenario, that the initial investment to integrate a new application can take from 12- 24 months, and then to duplicate the same application for a new client can take

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up to as long as 3- 6 months. With **AppsOnDemand** the integration of the initial new application can be reduced to anywhere from 2 weeks to one month depending on the complexity and scope of the application. Once this is done, any new requested instance for a customer is automatically provisioned and managed by **AppsOnDemand**. You can now focus your existing IT resources on other business requirements and let the system take care of your customers.

Growth for on-demand applications whether it is addressing the SMB market or the Enterprise market is on the rise with projections by leading analysts, that the market will grow to $5.9 billion by the year 2007. The opportunity to service this market as a Service Provider by extending your current application offerings will dramatically increase your potential to grow your market share.

Standardizing best practices in the data centre, through deployment and management to achieve better economies of scale and make the environment flexible enough to adapt to real-time changes in business needs and demands.

Frequently Asked Quesitons:

Q1:   What is the primary business focus of Wrapped Apps Corporation?

A: **Wrapped Apps** Corporation enables Service Providers worldwide to offer outsourced applications to their customers in a cost effective, easy and automated environment. Service Providers deliver these applications via secure Internet. These solutions instantaneously provide the ability to serve corporate needs, in a time sensitive world. User clients can now have easy access to applications without the burden of intrusive infrastructure and software requirement features, while still benefiting from a highly available, fully functional application solution.

Q2:   How does Wrapped Apps define 'Service Provider'?

A: For our purposes, Service Providers are Telecommunications Companies, Hosting Companies, Application Service Providers, System Integrators and Outsourcers.

Q3:   How do Service Providers benefit from Wrapped Apps solutions?

A: With minimal upfront expenditure and limited risk, Service Providers can offer revenue-generating applications in as little as a few weeks depending on the complexity of the applications. These applications not only create new revenue streams, but also add value to the Service Provider's existing offerings by utilizing their existing infrastructure and relationships with their customers. Thus, Service Providers can get greater utility out of their network while simultaneously generating revenue and adding value to their products, with very limited financial risk.

Q4:   How do the end customers of the Service Providers benefit from Wrapped Apps products?

A: End customers benefit from an outsourced application solution because they no longer have to worry about software upgrades, troubleshooting problems, or added IT expenses. They simply pay one fee (e.g. monthly, yearly) to the Service Provider to get secure and reliable computer applications that are continuously updated and accessible anytime, anywhere via an Internet connection. This also allows customers to focus on their core businesses. In short, customers get more security, reliability and functionality with much lower total cost of ownership than a comparable custom in-house solution would require.

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Q5: **What is AppsOnDemand?**

A: **AppsOnDemand** provisions applications and manages their lifecycle and management, which hides the complex nature of delivering software as a service through full technology automation, standardization and self-provisioning. This enables Service Providers to quickly and easily deploy and manage outsourced value-added applications on top of their core services.

AppsOnDemand is a web-based system that automates the hosting of one or several instances of a web application. **AppsOnDemand** can deploy hosted instances for one or more web applications. Each hosted instance of a web application is deployed under a time-based subscription model.

AppsOnDemand enables a Service Provider to provision web application instances to customers on a subscription basis. **AppsOnDemand** instantly and automatically provisions and manages the entire lifecycle of each instance. **AppsOnDemand** runs centrally from the Service Providers current data centre, with minimal additional overhead.

Q6: **What elements of the AppsOnDemand product can be custom branded for the Service Provider?**

A: Every customer facing aspect of the solution can be custom branded for the Service Provider. This also includes the Customer Self Service Interface.

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AppsOnDemand Technical Overview

The Wrapped Apps product- AppsOnDemand™

AppsOnDemand is a web-based system that automates the hosting and management of one or several instances of a web application. **AppsOnDemand** can deploy hosted instances for one or more web applications and each hosted instance of a web application is deployed under a time-based subscription model.

AppsOnDemand allows a Service Provider to provide web application instances to customers on a subscription basis. **AppsOnDemand** instantly and automatically provisions and manages the entire lifecycle of each instance. **AppsOnDemand** runs centrally from the Service Providers current datacenter, without any additional IT resources.

Providing hosted web application instances to customers

AppsOnDemand works with web applications that have been developed with a one-to-one, single tenant approach: so there exists one web application installation per customer. These applications have initially been designed to be sold directly to customers and installed in their enterprise. The scope of this type of application might cover the entire organization, a branch or a department. For single tenant web applications, **AppsOnDemand** replaces all of the technical steps, required in the deployment and management of applications within an enterprise which are currently performed manually by the enterprises personnel. This is accomplished through an instantaneous and automated provisioning and management process performed in the Service Providers datacenter. With **AppsOnDemand**, every customer receives their own hosted copy of the software, similar to what they would normally have if they were to install the software themselves, but the software is seamlessly hosted from the Service Provider datacenter. The customer pays a subscription fee based on the duration of the life of the application instance.

Other web applications developed with a one-to-many, multi-tenant approach (one application installation being shared by all customers) do not directly maximize the full scope of benefits offered by the **AppsOnDemand** technology, since they have already been custom designed to deal directly with multiple customers of the application.

AppsOnDemand hosts and manages the complete instance lifecycle

AppsOnDemand will provide a hosted instance of a web application for each customer to use, in exchange for a time-based subscription fee. **AppsOnDemand** automatically provisions and manages the lifecycle of all application instances.

AppsOnDemand:

- Automatically provisions a new instance at the beginning of the lifecycle, when the customer wants a hosted copy of the web application.
- Automatically removes the instance at the end of its lifecycle, when the terms of the subscription agreement are completed.
- Allows seamless access to the instance to the customer's users.
- Supports online live configuration of the instance for the customers' needs, at any time during the lifecycle of the instance.
- Allows the customer to choose when to upgrade the web application instance. The upgrade is performed instantly and automatically.
- Allows the instance to be instantly and automatically cloned, if needed.
- Allows the instance to be instantly and automatically migrated between servers.
- Allows instantly and automatically to create snapshots of the instance, for backups or data recovery purposes. Ideal for mission critical and disaster recovery scenarios.
- Optionally includes secure instance identity and access management during the complete lifecycle of the instance.

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AppsOnDemand system components

AppsOnDemand is a complete web-based system that is installed in the Service Providers datacenter and offers a complete end-to-end solution to the Service Providers' customers who require hosted instances of available web applications.

AppsOnDemand is formed of three components: the *Customer Self-Service* module; the *Automated Hosting Engine*; and the *Service Provider Console*. The functions of the three components are:

Customer Self-Service

The *Customer Self-Service* module is an on-line user interface. Its purpose is to serve as the communication channel with the customers, and to communicate the customers' needs and requests to the *Automated Hosting Engine*. The *Customer Self-Service* module is accessible from the Service Providers website. From this interface, the customers acquire and customize their hosted instances of web applications.

The *Customer Self-Service*:
- Optionally offers live demos of web applications. Each demo runs independently, always using fresh initial data.
- Optionally offers free trials of web applications.
- Showcases and offers time-based subscription instances of web applications to customers. Each web application can be pre-packaged with different feature sets to scale to the customers' needs.
- Optionally supports e-commerce transaction processing.
- Allows customers to access, configure, and upgrade the instances they have subscribed to.
- Allows customers to change and renew the subscription terms of the instances they have subscribed to.

Automated Hosting Engine

The *Automated Hosting Engine* is a web application that provisions, manages and hosts all instances of web applications hosted on the system. This engine mainly receives requests from the *Customer Self-Service* and instantly and automatically fulfills them.

The *Automated Hosting Engine*:
- Automatically and instantly provisions and manages customer instances.
- Supports and enforces subscription terms for each instance.
- Monitors the access to each of the instances
- Has all its functionality available as Web Services. Other computer systems can remotely invoke them to benefit from these advanced functionalities.

Service Provider Console

The *Service Provider Console* is an on-line user interface that allows the Service Provider to monitor and control all of the activities running on the *Automated Hosting Engine*.

The *Service Provider Console*:
- Allows Service Provider to access all customer instances.
- Allows Service Provider to edit customer instance configurations.
- Allows Service Provider to edit customer's subscription terms.
- Records all customers' subscription transactions.

Adding AppsOnDemand to a Service Provider hosting facility

The **AppsOnDemand** system is a software application that runs from a Service Providers' datacenter to provide web application instances to customers. Because it is entirely automated, minimal IT resources are required to provide and support this new service to the Service Providers customers.

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A basic installation can run from a single server, or as the number of customers or instances grows, it can scale to a more sophisticated environment, such as a load-balanced or clustered environment. The provisioning of hardware and software to the **AppsOnDemand** system can be manually performed, or can use the latest on-demand offerings provided by standard utility computing solutions. The **AppsOnDemand** product completes current utility computing solutions by enabling the last step in software provisioning, providing instances of applications to customers on a subscription basis.

**AppsOnDemand: Building hosted solutions on a solid foundation**

- **AppsOnDemand** is virtually invisible to the Service Providers' customers. They are provided with hosted instances faster, more economically and simpler than ever before. When it is time for the end-users to use the software, they will perceive no difference between this solution and the alternative, having the same software installed internally within the enterprise.

- **AppsOnDemand** is non-intrusive; it is designed to work with any existing web-based application.

- **AppsOnDemand** is scalable and adaptive; it implements best-of-breed scalability strategies (e.g.: load-balancing). It is best used within an on-demand, utility computing environment.

- **AppsOnDemand** has been implemented using current and standard technologies: Web Services, XML, SOAP, HTTP, Relational databases, Application Servers.

- **AppsOnDemand** is secure. It uses best-of-breed Web Services security implementations for server to server communications. Optionally, it can include secure instance identity and access management; if not, it uses the hosted web applications' own security implementation. It doesn't affect other security features offered by the datacenter.

- **AppsOnDemand** is interoperable. Any Web Services compliant system can communicate with it in order to use its functionality or to build higher level functionality. Multiple **AppsOnDemand** systems can communicate with each other to perform assigned tasks.

- **AppsOnDemand** optimizes the use of most resources. Resources such as hardware, IT personnel and software licenses are shared across multiple customers. This allows the Service Provider to reap significant savings.

- **AppsOnDemand** is lightweight and simple. Unnecessarily complicated systems are things of the past. For the Service Provider, it is a system that self-maintains, requires very little supervision, and generates fast and sustainable revenue with the added benefit of reduced operational expenditures.

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On-Demand Web Application Instance Hosting Solutions

New Horizons, New Revenue Opportunities
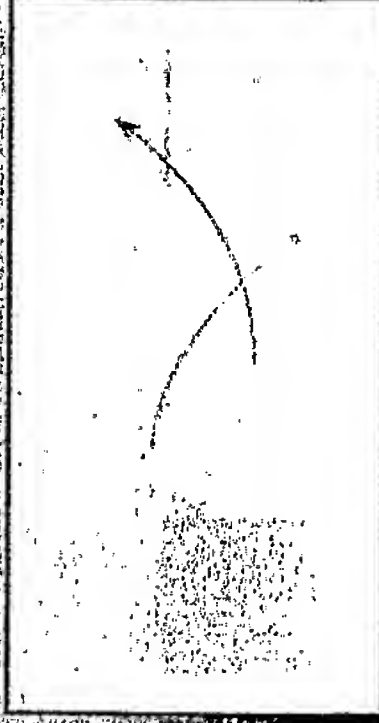
Bell Canada & Wrapped Apps

Agenda

- Introductions
- Review of **Bell Canada** Hosted SMB initiative
- Today's challenge for Service Providers
- **Wrapped** Apps Corporate Overview

    Who are we?

    What is our Product?

    What problem does **Wrapped** Apps address?

- **AppsOnDemand** overview

    Positioning to meet the Service Provider Market

    What does **Wrapped Apps** product mean for the Service Provider?

    What does **Wrapped** Apps mean for the end client ?

- Demo of **AppsOnDemand**
- What does the **Wrapped** Apps Solution deliver to **Bell Canada**?
- Q&A
- Where do we go from here?

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Review of Bell Canada
Hosted SMB Initiative

- Bell Canada SMB Hosted applications new venture

- $140 million in SMB revenue last year, all Pipes/Bandwidth

- No IT services such as Web-based applications to service SMB clients

- New SMB business unit established in June to identify new revenue streams for Bell Canada

- SMB definition <1000 employees or < $300K in revenues

- SI's encroaching in the Service Providers space

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Review of Bell Canada
Hosted SMB Initiative

Extend services to offer Web-based On-demand applications

- Leverage existing Enterprise Hosted application

- Key Apps will move to service the SMB market

- Expand core competency

- Expand through a finite group of partners, horizontal and vertical approach

Challenges

- Right partners, right applications

- Need to deliver applications to SMB market , fast, simple and cost effectively

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Today's Challenge for the Service Provider

- Service Providers are looking to expand existing offerings to capitalize on the growth in new markets like SMB, *SI's are already moving there, quickly!*

- Service Providers are faced with ultra-competitive market

- Many types of clients aggressively moving to empower and enable their users with tools and applications, Service Providers need to leverage existing applications to address the SMB market.

- SMB market needs are growing, budget constraint and lack of willingness to invest in technology.

- Offering a suite of applications in an On-Demand subscription model is the way of the future, the Service Provider needs to deliver today to stay competitive!

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Wrapped Apps Corporation
Who we are!

- **Wrapped Apps** is a software product company.

- Founded in 1999, Kanata Ontario

- The evolution of the Internet and access to applications evolved the product focus addressing the growing need for on demand applications in the Utility Computing space.

- **AppsOnDemand**™ provisions applications instances and manages their lifecycle, hiding the complex nature of delivering software as a service through automation.

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What is our Product?
"AppsOnDemand"

- Automated provisioning of applications and lifecycle management which positively addresses on-demand applications for a hosted environment.

- Allows Service Providers to deploy from their datacenter, web applications for provisioning to its customers.

- Enables a Service Provider to provide hosted instances of the original web application to its customers on a subscription basis

- Takes the complex nature of delivering software/hardware as an on-demand service through full automation and self-provisioning.

- **AppsOnDemand** instance lifecycle management and automation software enables Service Providers to rapidly deploy cost effectively and support instantly, on-demand i applications, offering over the internet to their customers.

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What does
"*AppsOnDemand*" address?

- Enables Service Providers Worldwide to offer outsourced applications

- Service Providers can deliver web-based applications without burden of intrusive infrastructure and software requirements

- Addresses SMB market demand, with minimal risk, investment and complexity

- Ability to deploy multiple applications with multiple instances automatically. Complete automation for the provisioning and management of each application instance lifecycle

- Delivers state of the art applications in a Hosted environment to SMB's

- Low cost of entry for the SMB, increased revenue potential to the Service Provider

- Take advantage of existing infrastructure, expand new application offerings to your existing customers instantly.

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Wrapped Apps Hosted Solution

Traditional Hosting

- IT set up and maintenance

- Service Provider Customer Interactions

- No Customization or Case by Case based

- Long Term, binding contracts,

## Wrapped Apps Approach

- Automatic and instantaneous set-up

- On-line Customer self service

- On-line Customer configuration

- Flexible Term

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Positioning for the Service Provider Market

- New revenues from existing client base, opportunity to grow the $170m last year with new service offerings

- Addresses the dynamic changing needs of the SMB market

- Competitive positioning , expands beyond the traditional offerings

- Quick, cost effective and automated, eliminates traditional IT resource overheads, move towards "self service" processes

- Protection of current investment

- Concept easy to sell and understand

- Increase margins in services with automation

Service Provider

Technical

Business (SMB)

AppsOnDemand
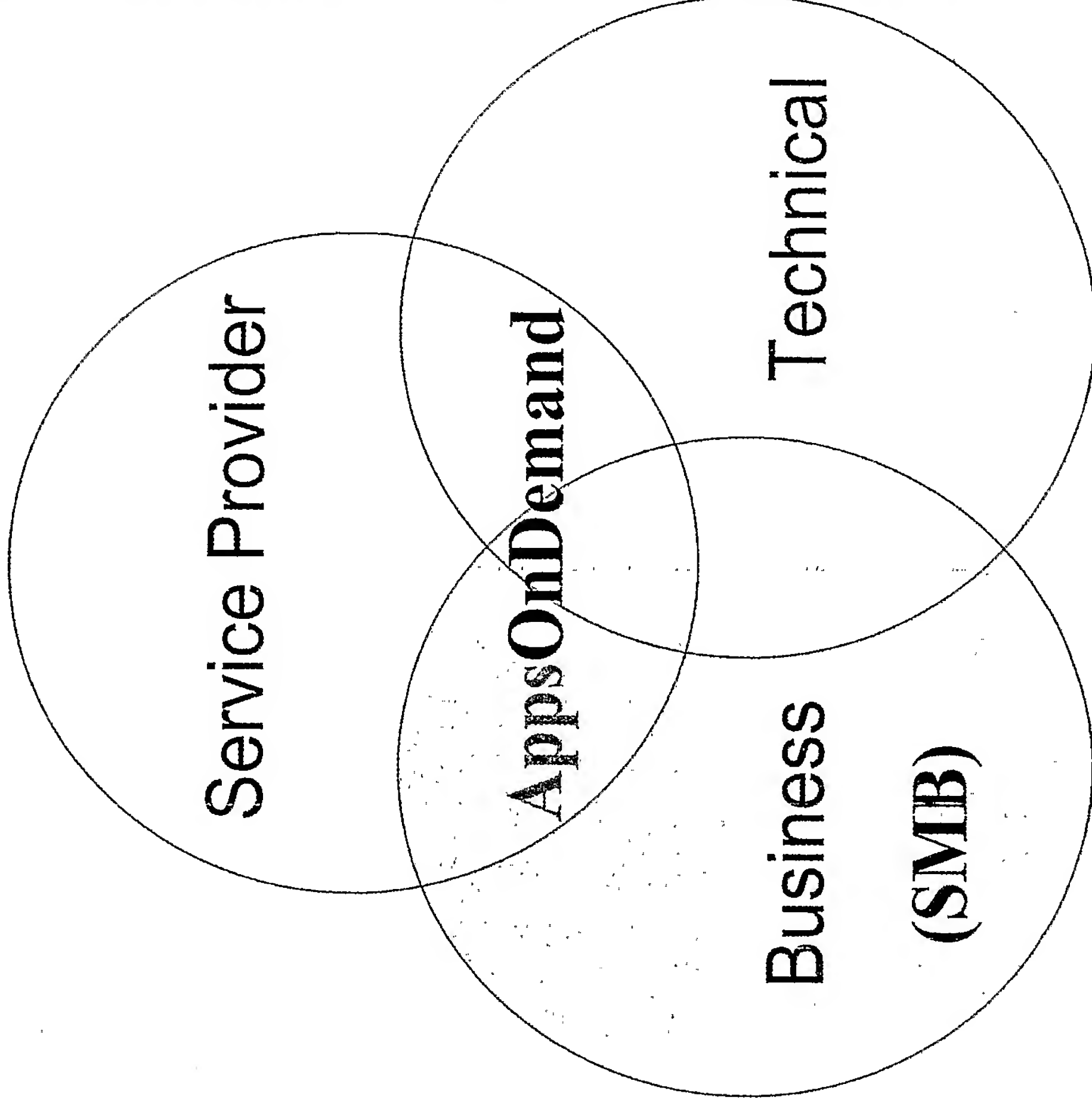
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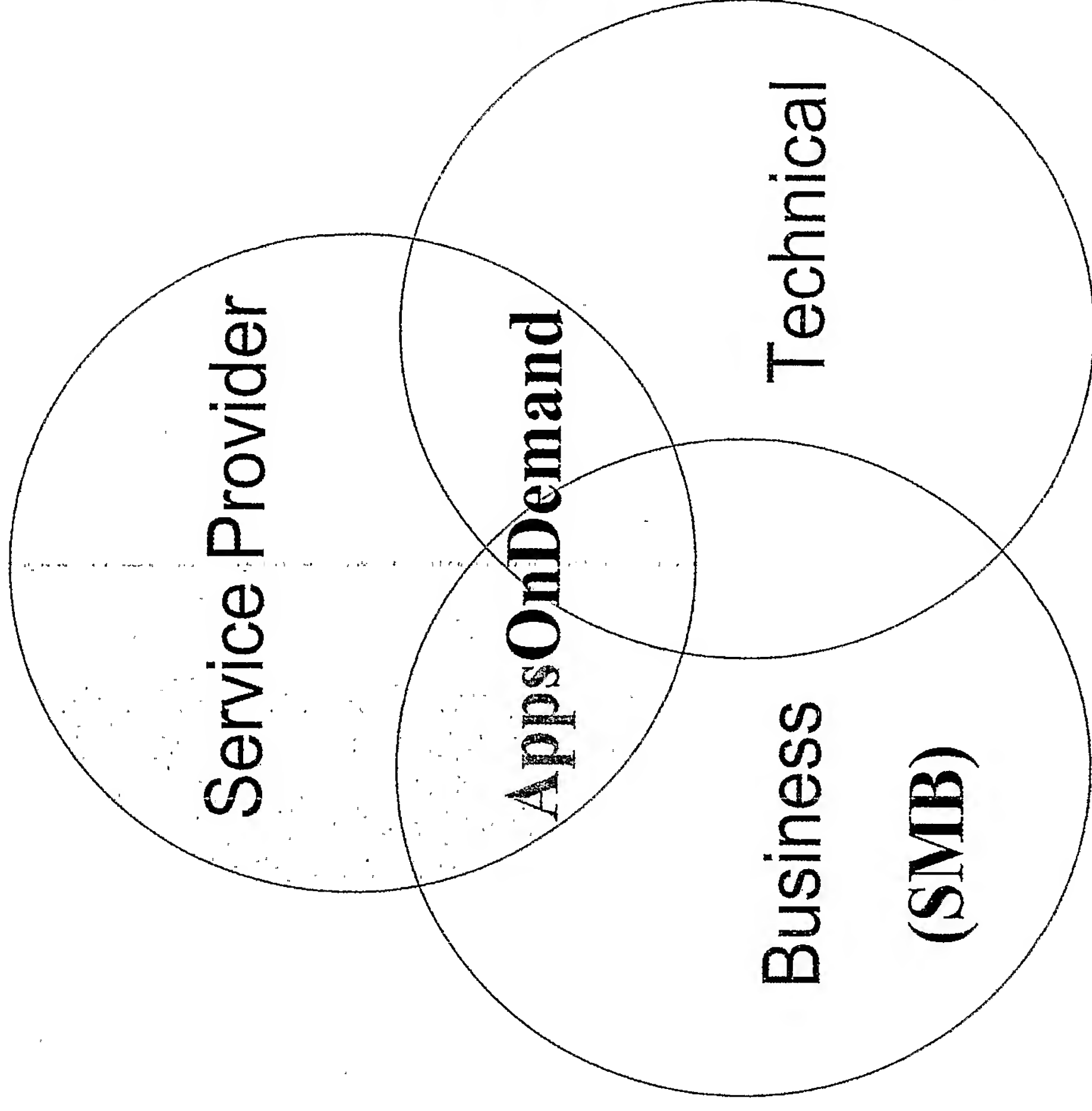
Positioning for the Service Provider Market

- Frees up IT resources

- Automation of application instance lifecycle saves in IT overhead and custom integrations

- Flexible and adaptable

- Though Customer Self Service eliminates the need for technical interaction and support

- Only one time integration per new application,. additional instances managed and provisioned by the systems, high margins, no additional costs

Service Provider

AppsOnDemand

Technical

Business

(SMB)

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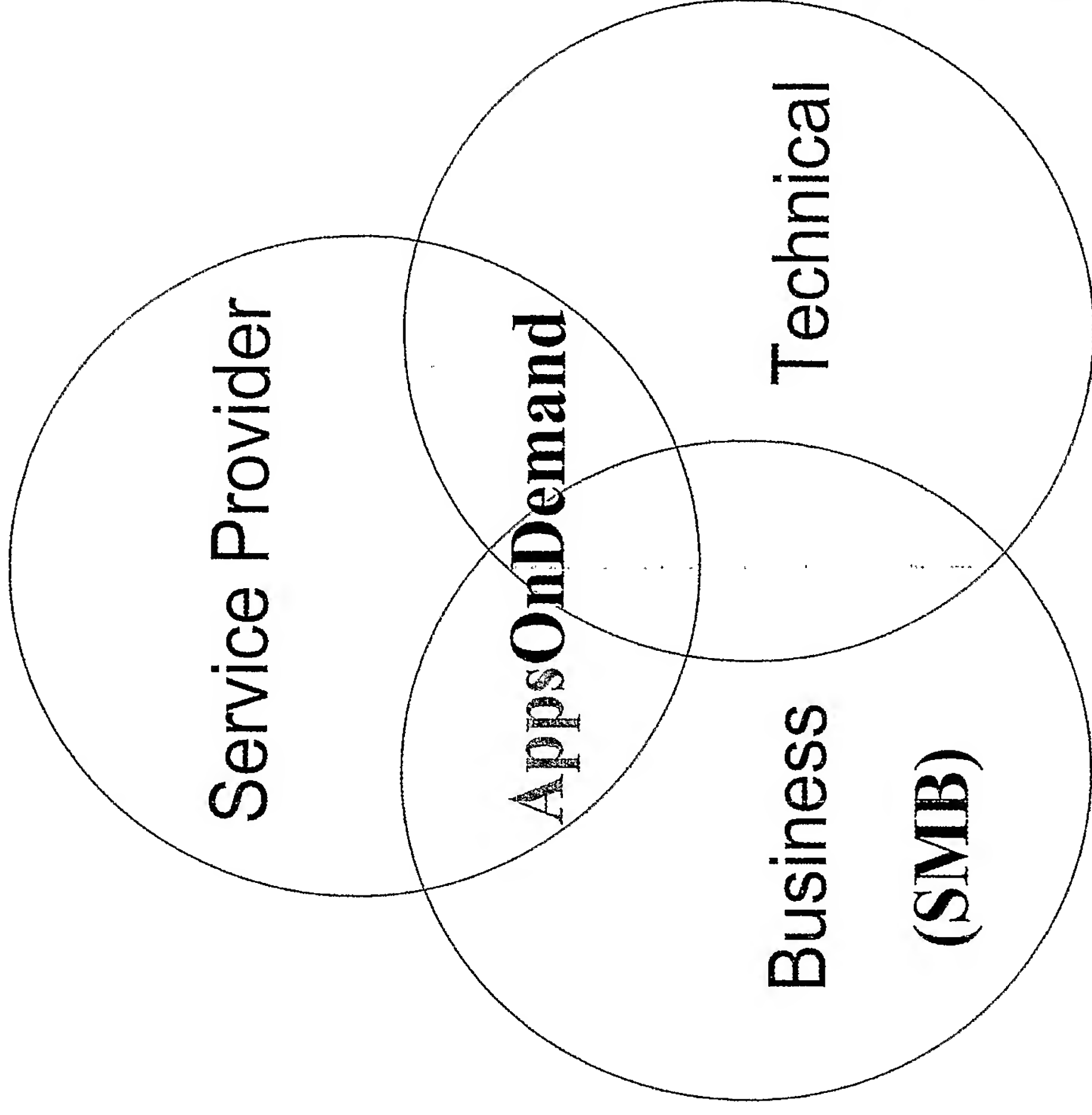
Positioning for the Service Provider Market

• Mitigates costly technology investment, takes away the burden of costly software, hardware investments

• Provides instant access to the applications

• Cost effective, reliable, functionality delivering low cost of ownership

• Focus on core competency rather than technology decisions

• Access to state of the art applications to support their business

• Adaptable and flexible, can be changes as business changes

Service Provider

Technical

AppsOnDemand

Business

(SMB)

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Wrapped Apps
AppsOnDemand Demo

Luc Martin
CTO

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What does the Wrapped Apps solution provide Bell Canada?

- Extend new applications to existing customer base

- Automation of new instances reduces IT investment and generates new opportunities quickly

- Offers to SMB market On-Demand Applications instantly, reduces sales cycle through Customer self service

- Easy to sell concept to SMB, cost effectively

- Opens new opportunities abroad

- Leverage existing applications, instances re-created automatically to drive new revenues high margins

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The Wrapped Apps solution for Bell Canada

Bell
Making it simple...

- ## Questions and Answers

- ## Where do we go from here?

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RENTAL CENTER
On-demand web application provisioning solution.

Product Description

Renting Applications Over The Web
In today's market, acquiring applications is a formidable task for any organization. There are so many considerations leading up to the purchase decision and then they are still left with the fear of it actually working. The commitment required is tremendous. The installation, integration, maintenance, and support requirements are extensive and very costly. It is estimated that, today, up to 80% of IT resources are required simply to keep systems running. It's no wonder that companies want simpler ways to acquire applications. Many are looking to outsourcing and on-demand technologies. Ideally, it should be possible to use an application whenever the need arises, without becoming preoccupied with technical considerations and risking many dollars on a "potential" solution, and to pay only for what is used. An individual or company should be able to rent access to an application from a service provider. The service provider will supply, at a competitive price, access to a fully functioning copy of an application.

The Rental Center Solution
Wrapped Apps Rental Center rents web applications to customers over the web. It enables applications on-demand. Rental Center is an application that provisions applications from the datacenter to the client. It is accessible via a simple web site through the Rental Center's Customer Outlet. The Customer Outlet can provide access to one, or, act as a library of hosted web applications. It is a self serve center for clients looking to procure applications. A client accesses the web site which is offering a particular service(s) and utilizes the Rental Center's Customer Outlet to allow him to select the product(s) he desires. The application is immediately obtained, on-demand; and is ready for use. The application is hosted, completely functional and it is the clients own copy. The client can immediately start utilizing the application without having to worry about all of the problems normally associated with installing an application. The Customer Outlet offers all of the services the client will require, such as, application configuration, renewal of terms, access to the application, and can even pay online for the application.
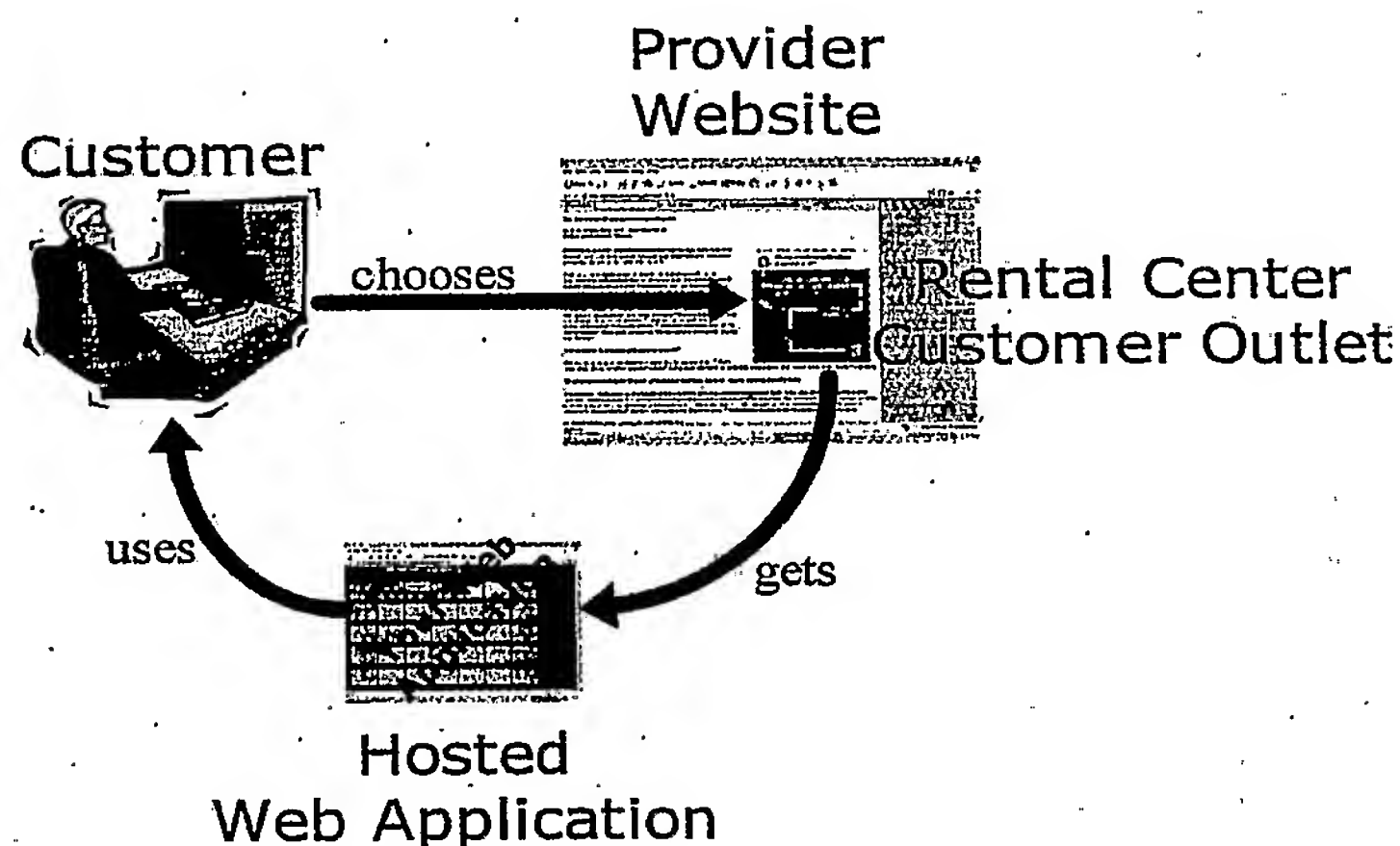

The Benefits of Rental Center for Web Application Developers
Web application developers can greatly benefit from Rental Center. Currently, each of the application developers clients purchase an application and must then undergo complex procedures, long and expensive installation, integration and maintenance of this application. Nevertheless, the client wants the functionality of the application as simply as possible, as quickly as possible, and at the lowest possible cost. Instead of selling a web application to clients and letting them confront a large number of technical considerations, it is possible to rent to clients the same application completely functional and to charge them accordingly. Rental Center allows the web application developer to rent on-demand his web applications to his clients. Rental Center permits web application developers to access a growing market of on-demand applications. It is important to note the web application developer or all other service providers can deploy Rental Center and the application from a datacenter and offer it as a service.

Leverage Your Existing Web Applications With Rental Center
With Rental Center it is not necessary to develop a new application. It is also not necessary to modify an existing application. Rental Center functions with the majority of existing web applications. Integration with Rental Center is simple. With Rental Center an application developer can open a completely new distribution channel for his products without cannibalizing existing sales. Why not offer your application on-demand today?

Product Architecture and Components
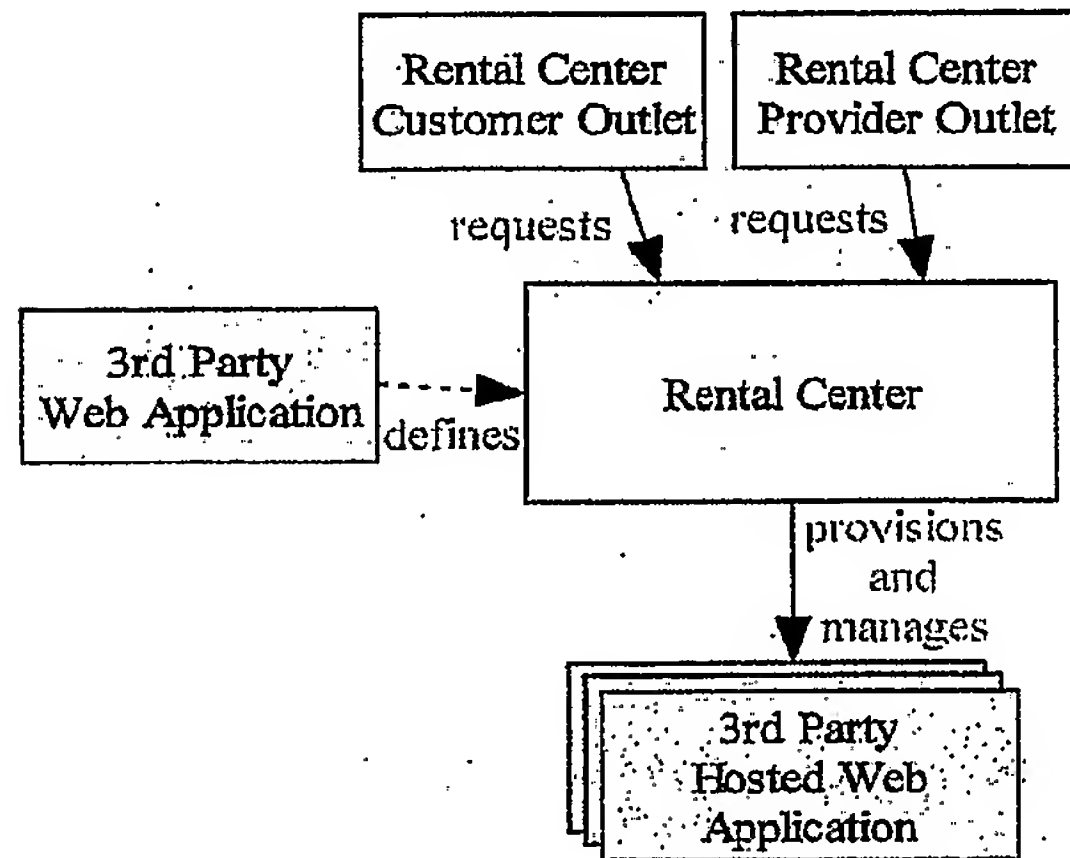
Rental Center at Work

The Rental Center offers web applications for rent. Upon demand for rental of an application, the Rental Center takes the original web application, provided by a 3rd party developer, and installs and maintains the application on a hosted web server. Each client obtains their own hosted copy of the application for their exclusive use.

The requests for rental will come principally from two sources: the Customer Outlet and the Provider Outlet. The Customer Outlet is a web application which serves as a user interface between the client who wishes to rent an application and the Rental Center. Likewise, the Provider Outlet is also a web application serving as a user interface, but this is utilized by the service provider who is offering the Rental Center and wants to supervise and control the activities of the Rental Center.

Rental Center

Main engine that provisions and manages hosted copies of third party web applications for the rental duration.
Web application provisioning
  - On-demand provisioning
  - Provisions a complete hosted copy of the original web application per customer
  - Complete automated life cycle management of each hosted web application
  - Advanced features like cloning, suspending/resuming, removing
Hosted web application configuration
  - Online automated configuration of each hosted web application
  - Configuration anytime during hosted web application life cycle
Definition of rental terms
  - Support multiple web applications for rent
  - Pre-configuration of configuration and user data
  - Configuration of rental and renewal terms
Rental and renewal terms
  - Supports flexible term duration
  - Can limit access to a maximum number of hits or a maximum number of concurrent users
  - Supports archiving period after the terms have expired
Hosted copies versionning
  - Independent version support per hosted copy of web applications
  - Automated major upgrades on-demand per hosted copy of web applications
  - Automated minor upgrades per hosted copy of web applications
Always Live session management
  - 100% uptime during hosted web application configuration
  - 100% uptime during a minor upgrade of a hosted web application
  - 100% uptime on most other hosted web application alterations
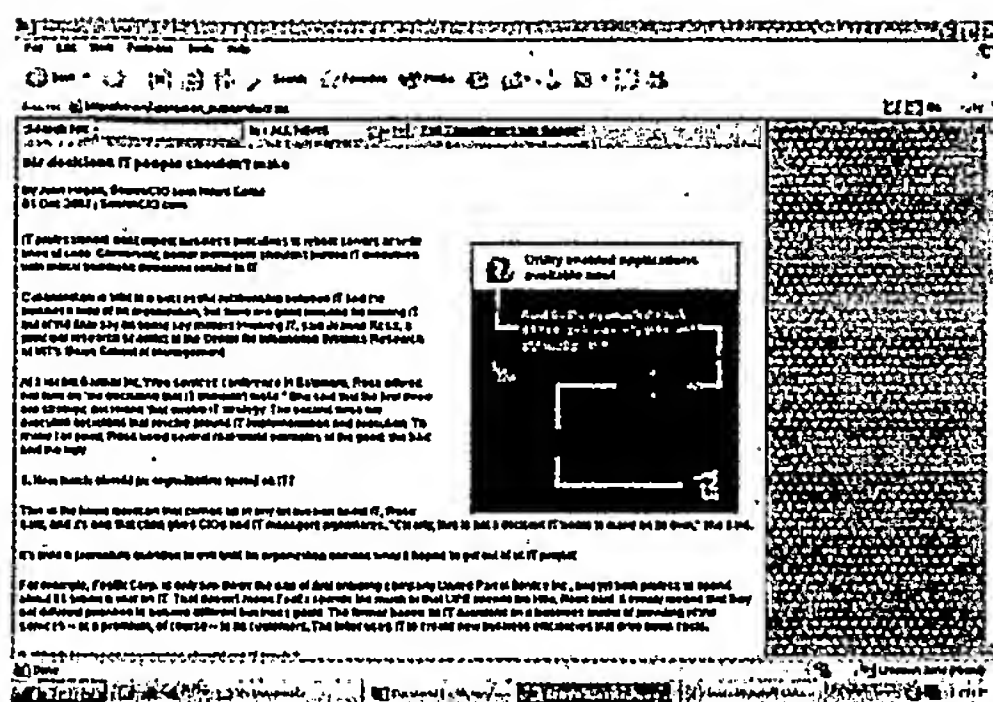Access to the hosted web application's data
  - On-the-fly access to the user data
  - On-the-fly access to the configuration data
Connectivity
  - Supports Web Services and RMI remote invocation of functionalities
Business transactions
  - Records all rental and renewing agreements
  - Automated agreement enforcement

Customer Outlet

Self-serve web application where customers can rent a web application.
- Can be inserted in any web application developer and/or partner web site and/or service provider..
- Displays available products for rent.
- Offers accounts to customers where their personal information is accessible.
- Displays rental and renewal information.
- Optionally offers e-commerce transactions.
- Enables the online configuration of the rented application.
- Supports the upload and download of configuration and user data of a rented application.
- Display independent version upgrade controls of a rented application.
- Possible to brand and customize to site.
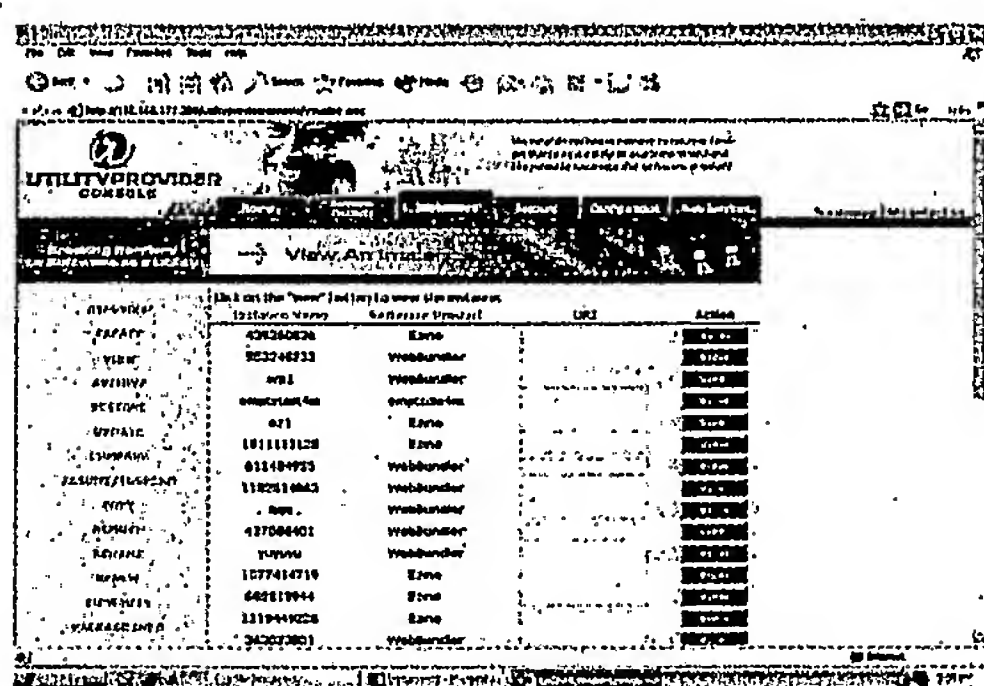
Provider Outlet

Self-serve web application where the service provider can monitor and control the activities on the Rental Center.
- Can configure new web applications for rent.
- Can configure the renting terms for each web application.
- Can monitor all rented web applications.
- Can manually control any existing rented web Applications.
- Have access to logging information of the Rental Center.
- Have access to configuration parameters of the Rental Center.

3rd Party Web Application

This web application is the template application from which rented application will be copied.
- Original, unmodified web application from third party web application developer.
- Uncoupled from renting deployment mechanism.
- Can be prepackaged differently for different markets.

3rd Party Hosted Web Applications

These are each copies of the original 3rd party web application rented to customers.
- Live for the duration of their rental terms.
- Their life cycle are managed by the Rental Center.
- Each rented copy runs natively, in its own sandbox.

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Wrapped Apps™ Corporation has no affiliation with Salesforce.com. This example is to demonstrate the utility model only.

Where Does Rental Center Fit Within The Utility Computing Landscape?

The Rental Center Solution begins where the Utility Computing Solution currently ends. Today, Utility Computing is automating the datacenter allowing administrators much greater efficiency, reliability, and flexibility. The Utility Computing world would love to add on-demand applications to their portfolio of offerings but until now there has been no easy way to offer this solution. The Rental Center bridges the gap between the datacenter and the client. The Rental Center provisions hosted applications to clients on a rental model.

Utility Computing (IBM, HP, SUN, ...) ⟷ Rental Center (Wrapped Apps) ⟷ Customers

Product Requirements

Rental Center	Rental Center - Customer Outlet	Rental Center - Provider Outlet	Third Party Web Application
Server - J2EE server-side technology (compatible with Caucho Resin 2.1.2) - Linux	**Server** - Any web server or application server **Client** - Browsers : Internet Explorer 4.x +, Netscape 6.x +, or compatible	**Server** - J2EE application server (compatible with Caucho Resin 2.1.2) **Client** - Browsers : Internet Explorer 4.x +, Netscape 4.x +, or compatible	**Server** - J2EE application server (compatible with Caucho Resin 2.1.2) - Must be a three tier web application - SQL database (compatible with MySQL 3.23.53) **Client** - Any web-based technology: HTML, Flash, plugins, Java applets, ...

Wrapped Apps Corporation develops leading-edge products which permits to provide on-demand to web users their own hosted applications.

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